

REMARKS

The Examiner is thanked for the performance of a thorough search.

By this amendment, Claims 1-6 have been canceled. Claims 7-18 have been added. Hence, Claims 7-18 are pending in the application.

I. SUMMARY OF THE REJECTIONS

Claims 1-6 have been rejected under 35 U.S.C. § 102(e) as allegedly anticipated by U.S. Patent Number 6,233,600 issued to Salas et al. (“*Salas*”).

The rejections are respectfully traversed.

II. RESPONSE TO REJECTIONS BASED ON THE PRIOR ART

Applicants note that all claims pending during the prior Office Action are canceled herein. Consequently, the rejections raised by the Office Action regarding Claims 1-6 have been rendered moot. To expedite and facilitate the review of the current pending claims, Applicants make the following remarks accompanying the amendments made herein. Applicants respectfully submit that all pending claims are in condition for allowance for at least the reason that each pending claim features a combination of express elements that is not disclosed, taught, or suggested by the prior art.

A. Claims 7 and 13

Amended Claims 7 and 13 feature the express elements of:

- storing, in a database, content items for a web site;
- storing, in said database, data representing one or more folders;
- storing, in said database, one or more attribute values associated with each of the one or more folders;
- storing, in said database, data that establishes for each of the one or more folders a folder-to-content item mapping, wherein each of the one or more attribute values that is associated with a particular folder applies to each content item that is mapped to the particular folder by the folder-to-content item mapping;
- in response to a request to perform a web site operation that involves a particular content item, performing the steps of:

determining, based on the folder-to-content item mapping, the particular folder associated with the particular content item; determining that a particular attribute value applies to said content item based on the particular attribute value being associated with the particular folder; and responding to said request to perform the web site operation based on said particular attribute value

The cited art does not disclose, teach, or suggest this express combination of elements. Support for the above amended claims may be found generally in the Applicants' specification in pages 3, line 17 – page 48, line 13; and more specifically, in page 17, line 16 – page 24, line 13; page 33, line 6 – page 36, line 11.

It is respectfully submitted that *Salas* does not disclose, teach, or suggest, the use of folders and a folder-to-content item mapping as claimed. The Office Action alleges that *Salas* teaches the use of folders in discussing the storing of an eRoom in a member table (Col. 3, lines 51-57). However, there are significant fundamental differences between the approach of *Salas* and the express features of Claim 1.

As featured in Claim 1, "each of the one or more attribute values that is associated with a particular folder applies to each content item that is mapped to the particular folder by the folder-to-content item mapping." In other words, the attribute values associated with content items of a folder reflect the attribute values of that folder. If an attribute value of a folder is changed, then that change would be propagated to the attribute values associated with the content items.

On the other hand, the approach of *Salas* relies on the use of templates (for example, see FIG. 5; Col. 6, line 64 – Col. 12, line 13). A template does not maintain any relationship that is analogous to a folder-to-content item mapping. If an attribute value of a template is changed, then nothing is propagated to things created using that template. For example, an Examiner may use a template when preparing an Office Action; however, if data is changed on the template, each Office Action prepared using that template before the change does not reflect the change made to the template. Likewise, if data is changed on an Office Action prepared using a template, the template does not change to reflect the change made to the Office Action. Thus, a template merely provides a resource to avoid starting from scratch when creating something, but it does not provide any mapping analogous to a folder-to-content item mapping.

Consequently, the express element of “storing, in said database, data that establishes for each of the one or more folders a folder-to-content item mapping, wherein each of the one or more attribute values that is associated with a particular folder applies to each content item that is mapped to the particular folder by the folder-to-content item mapping” is not disclosed, taught, or suggested by the approach of *Salas*.

Further, the approach of *Salas* does not perform “determining, based on the folder-to-content item mapping, the particular folder associated with the particular content item” as featured in Claim 1 as a template does not contain anything analogous to a folder-to-content item mapping.

It is respectfully submitted that *Salas* does not disclose, teach, or suggest one or more express elements of Claims 7 and 13. Consequently, Claims 7 and 13 are patentable over the cited art and are each in condition for allowance.

B. Claims 8-12 and 14-18

Claims 8-12 and 14-18 are dependent claims, each of which depends (directly or indirectly) on one of the Claims 7 and 13. Each of Claims 8-12 and 14-18 is therefore allowable for the reasons given above for the claim on which it depends. In addition, each of Claims 8-12 and 14-18 introduce one or more additional limitations that independently render it patentable. However, due to the fundamental differences already identified, to expedite the positive resolution of this case a separate discussion of those limitations is not included at this time, although the Applicants reserve the right to further point out the differences between the cited art and the novel features recited in the dependent claims.

III. CONCLUSION

For the reasons set forth above, it is respectfully submitted that all of the pending claims are now in condition for allowance. Therefore, the issuance of a formal Notice of Allowance is believed next in order, and that action is most earnestly solicited.

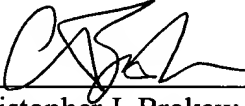
The Examiner is respectfully requested to contact the undersigned by telephone if it is believed that such contact would further the examination of the present application.

To the extent necessary, a petition for an extension of time under 37 C.F.R. § 1.136 is hereby made. Please charge any fee shortages or credit any overages Deposit Account No. 50-1302.

Respectfully submitted,

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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: **Mail Stop Amendment**, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

On June 3, 2004

By



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